

What is claimed is:

1. A method for obtaining web-based advertising research data over a communications system, comprising the steps of:
 - collecting user reaction data of at least one user to at least one
 - 5 advertisement displayed on a web site;
 - posing at least one question to said at least one user based on said collected user reaction data.
2. The method according to claim 1, wherein said user reaction data
- 10 comprises at least one of point-and-click data and word responses to questions.
3. The method according to claim 2, wherein said point-and-click data comprises at least one of location of at least one feature in the advertisement with a greater impact and location of first feature noticed in the advertisement.
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4. The method according to claim 3, wherein a feature is a word, phrase, object, person, animal, or scene depicted in the advertisement.
5. The method according to claim 1, further comprising the step of:
- 20 analyzing collected data.
6. The method according to claim 5, further comprising the step of:
 - displaying locations of all point-and-click data collected for the advertisement.

7. The method according to claim 5, further comprising the steps of:
displaying percentage of point-and-click data collected for various sections
of the advertisement.

5 8. The method according to claim 5, further comprising the step of:
transforming word responses into point-and-click data for display.

9. A system for obtaining web-based advertising research data over a
communications system, comprising:
10 a collection tool for collecting user reaction data of at least one user to at
least one advertisement displayed on a web site;
means for posing at least one question to said at least one user based on
said collected user reaction data.

15 10. The system according to claim 9, wherein said user reaction data
comprises at least one of point-and-click data and word responses to questions.

11. The system according to claim 10, wherein said point-and-click
data comprises at least one of location of at least one feature in the advertisement
20 with a greater impact and location of first feature noticed in the advertisement.

12. The system according to claim 11, wherein a feature is a word,
phrase, object, person, animal, or scene depicted in the advertisement.

25 13. The system according to claim 9, further comprising:

a processor for analyzing the collected data.

14. The system according to claim 13, further comprising:

a display device for displaying locations of all point-and-click data

5 collected for the advertisement.

15. The system according to claim 13, further comprising:

a display device for displaying percentage of point-and-click data collected
for various sections of the advertisement.

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16. The system according to claim 13, wherein the processor
transforms word responses into point-and-click data for display.

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